

Cobb County...Expect the Best!



Community Workshop

January 25-27, 2007



Ackerman & Co.





Austell Road Corridor LCI

AGENDA FOR TODAY

1:00 – 1:15 **Welcome!**

1:15 – 1:45 **Overview Presentation**

1:45 – 2:15 **Report on Public Kick-Off Meeting**

2:15 – 3:15 **Break Out Session #1**

3:15 – 3:45 **Group Reports**

3:45 - 4:00 **BREAK**

The header banner features a blue background with a faint, stylized map of the Austell Road Corridor. On the left side, there is a small collage of four images: a green field, a road, a building, and a person.

Austell Road Corridor LCI

AGENDA FOR TODAY

4:00 – 5:45 Break Out Session #2

5:45 – 6:15 BREAK

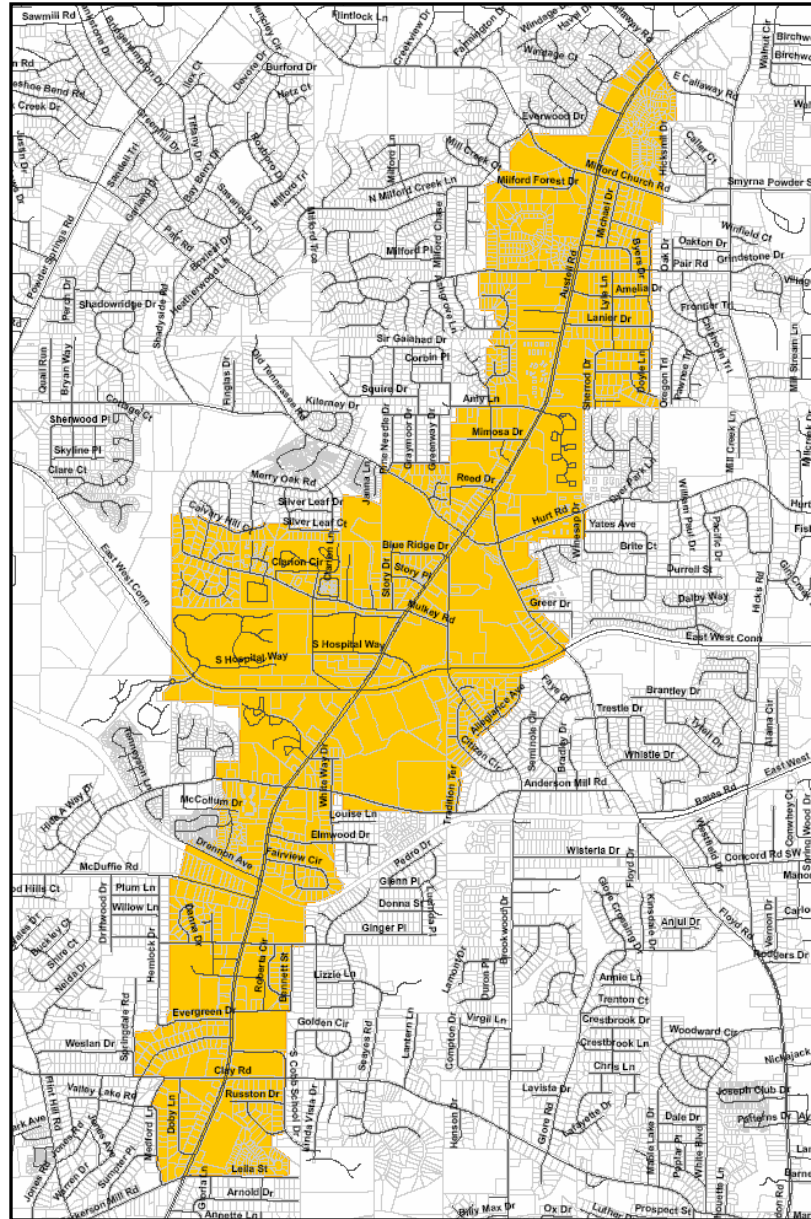
6:15 – 7:30 Group Reports/ Plenary Session

7:30 – 9:00 Break Out Session #3



Austell Road Corridor LCI

Austell Road Corridor Study Area



Austell Road Corridor LCI

Austell Road Corridor Facts

- Population is 7,625 in 2,722 households
- 13% of population is over 65 yrs. old
- Median age 36 years
- 2,000 persons living in poverty
- Racial composition is about 50/50
- There are 470 businesses with 7,000 employees
- Average Daily Traffic is 20,000-22,000 vpd
- Austell Road is at theoretical capacity
- Accident rate is higher than statewide average

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Austell Road Transportation Improvements

- E-W Connector/ Austell Road improvements
- 8 other Intersection improvements:
(Sandtown Rd., Windy Hill Rd., Hicks Rd.,
Callaway Rd., Milford Church Rd., Floyd Rd.,
Hurt Rd., Hospital South Rd., Clay Rd.)
- Callaway Road widening Austell Rd. – Powder Springs Rd.
- Clay Road re-alignment and intersection improvements at Austell Rd.

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Study Area Issues and Opportunities

- Changing Demographics and Economics
- Traffic Congestion
- Mobility Needs
- Access Management & Connectivity



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Study Area Issues and Opportunities

- Land Use Management
- Aesthetics
- Finance and Organization



Austell Road Corridor LCI

Project Goals

- Foster Sense of Place and Create a Distinctive Character
- Address Transportation and Land Use Needs within the Corridor
- Establish Corridor Redevelopment Plan with Design Standards

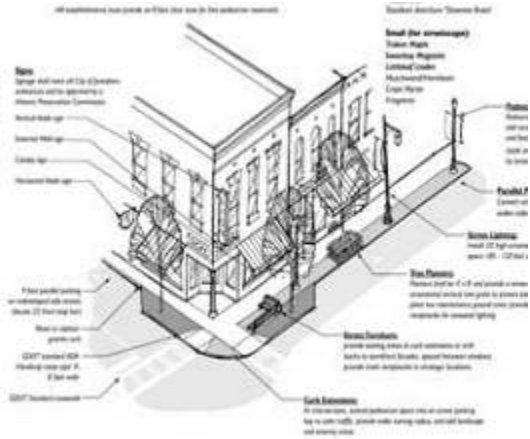




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Multi-disciplined Approach

- Public Involvement
- Urban Design
- Transportation
- Market Analysis
- Land Use Planning



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Sense of Place



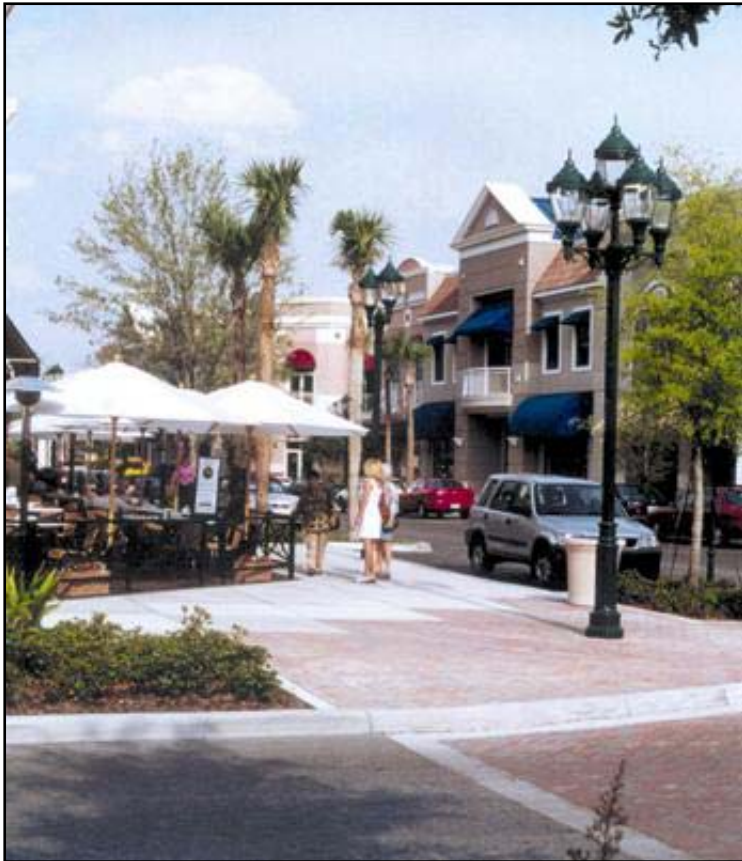
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Mixture of Compatible Uses



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Pedestrian -Oriented



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Variety of Housing Types



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Open Space



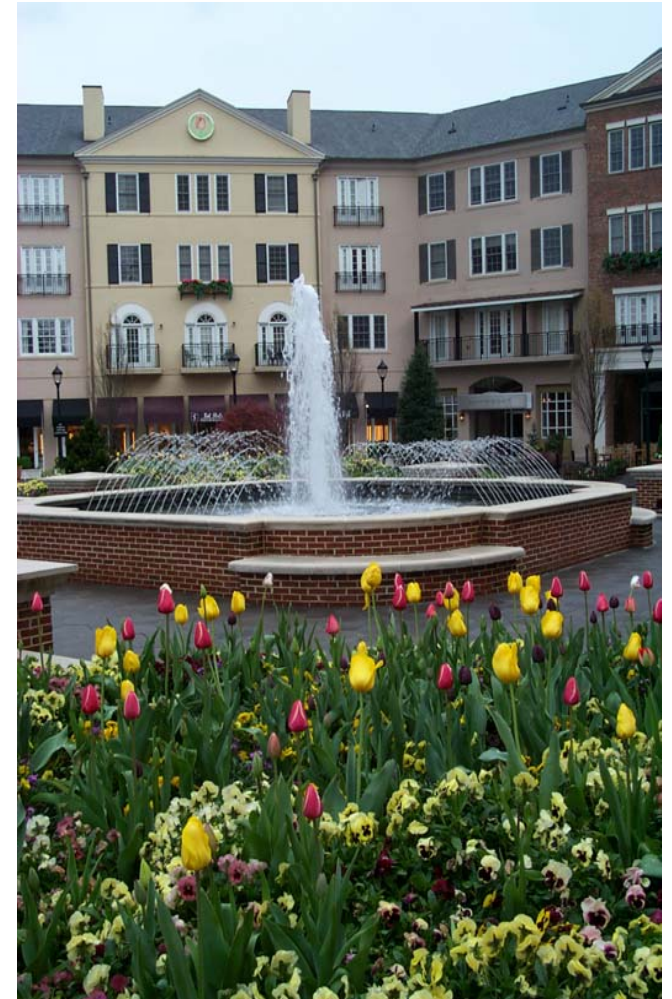
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Civic Buildings



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Public Spaces



Austell Road Corridor LCI

Interconnected Network

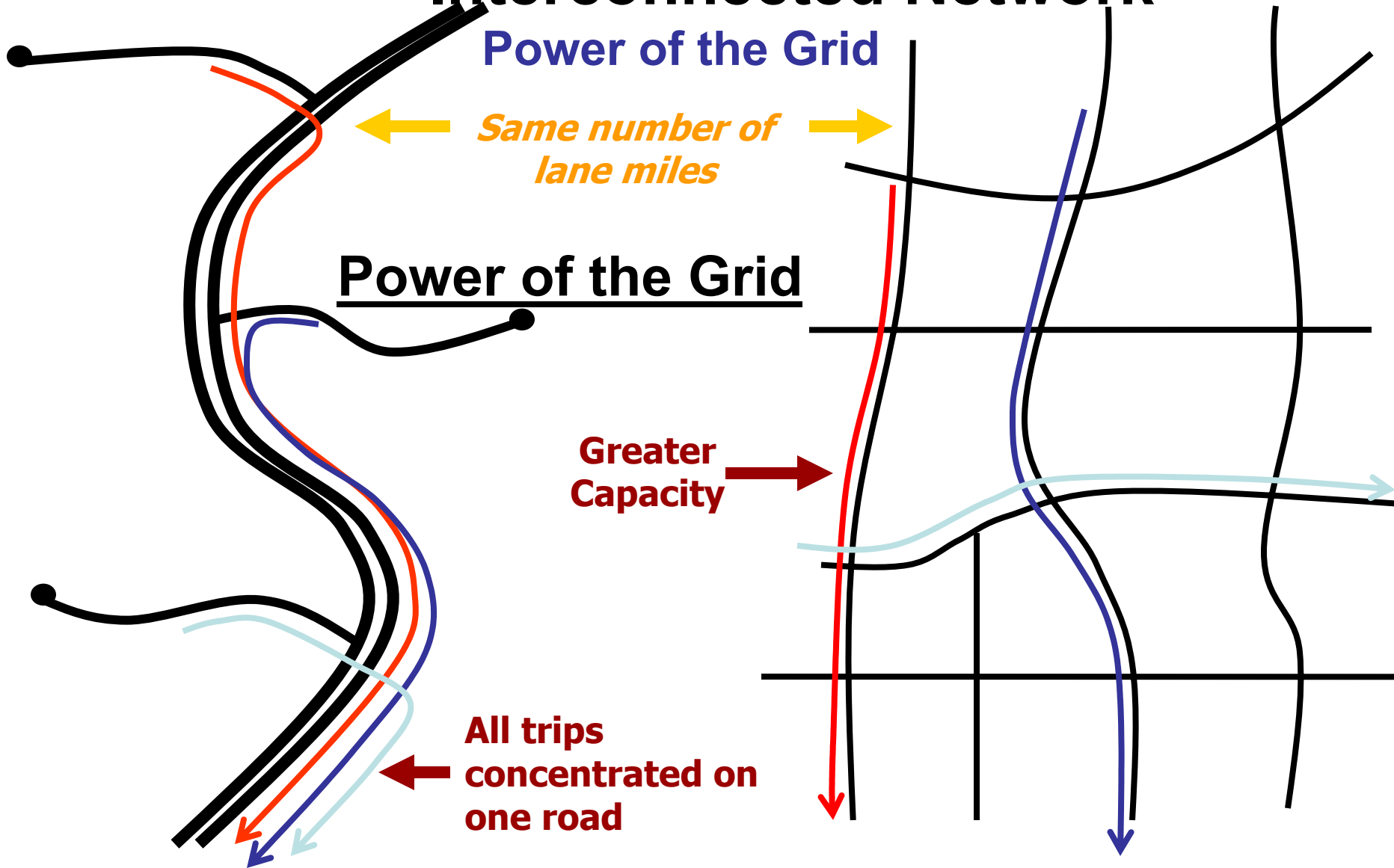
Power of the Grid

*Same number of
lane miles*

Power of the Grid

**Greater
Capacity**

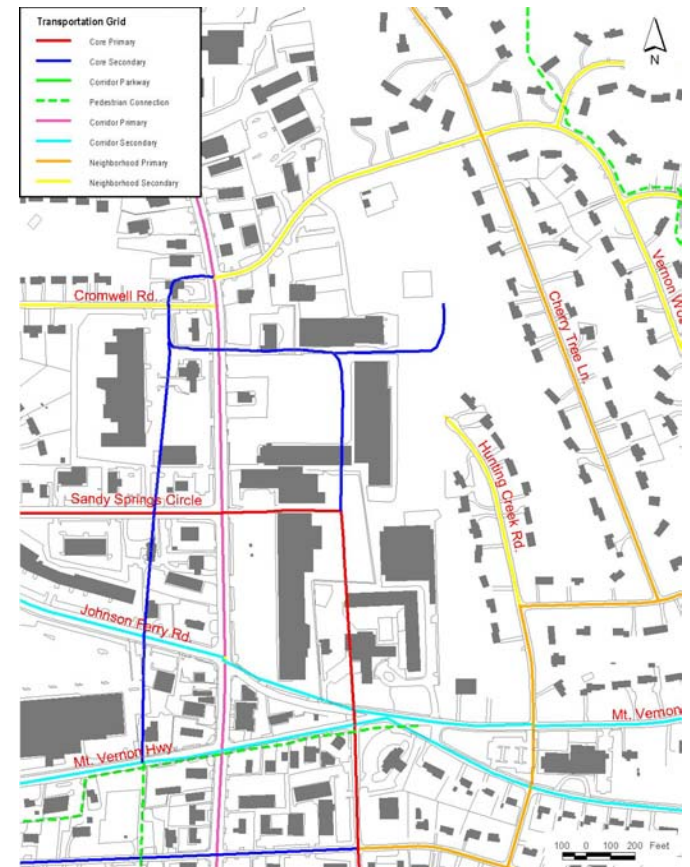
**All trips
concentrated on
one road**



Austell Road Corridor LCI

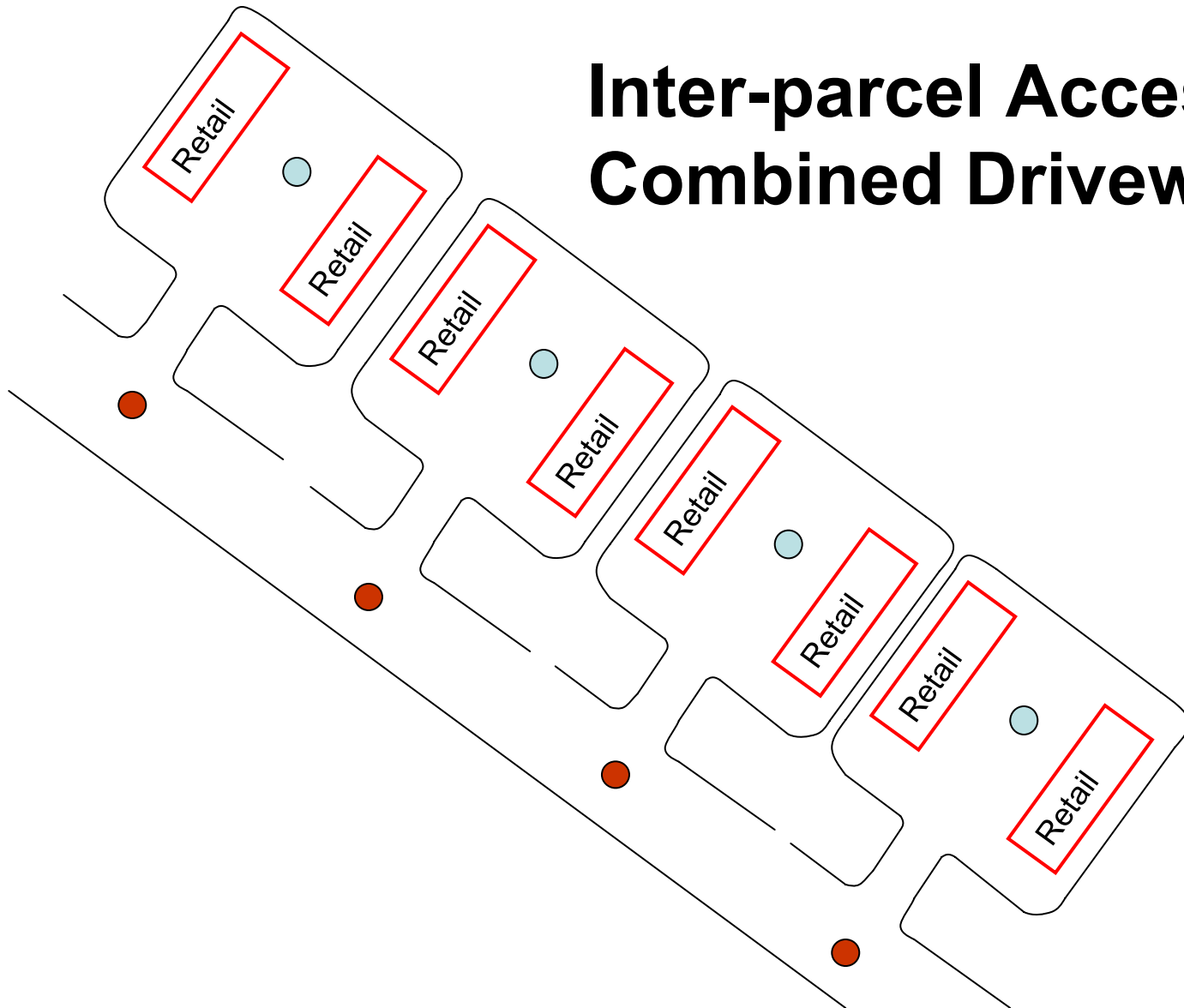
Sandy Springs LCI Study

Grid Plan to Remove
6,000 cars from Roswell Rd



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Inter-parcel Access and Combined Driveways



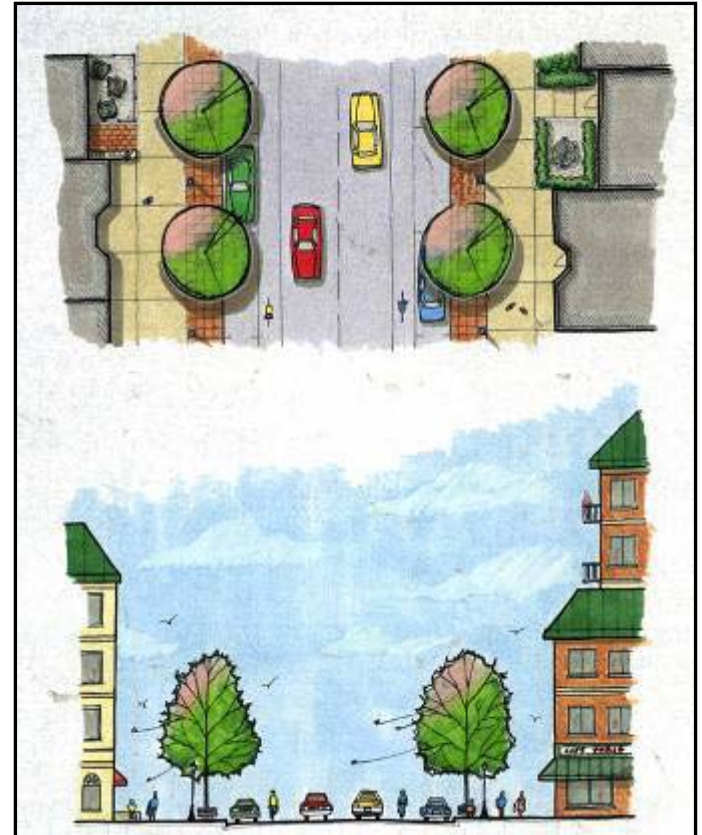


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Multi-modal Streets

Design streets for all travel modes:

- Automobiles
- Public transit
- Bikes and pedestrians



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Real Estate Market Analysis

Market Analysis Issues

- What are the driving forces for (re)development ?
- Who is living in the area – now and in the future?
- What types of commercial (re)development can be supported?
- What is needed to make this a “balanced” community?

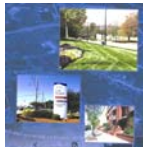


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Real Estate Market Analysis



- Balanced residential and commercial
- Diverse housing choices
- Neighborhood oriented retail opportunities

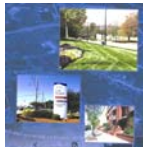


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Land Use Planning

Variety of Housing Types





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Land Use/Transportation Coordination

All trips start with walking



Pedestrian-friendly sidewalks and streets



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Land Use/Transportation Coordination

Barriers to Walkability: Solutions

- Clustered land uses
- Mid-block crossings
- Pedestrian access plan
- Street orientation/build-to lines
- Grid system with short blocks
- Street trees and landscaping



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End Products and Deliverables

- Corridor Master Plan
- Transportation Projects
- Land Use/Urban Design Standards
- Implementation Strategy





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End Products and Deliverables

5-Year Action Plan

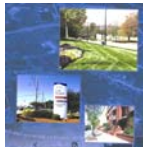
- Transportation Improvements
- Access management plan
- Conceptual Land Use Plan
- Housing strategies
- Land Use, Zoning, and Ordinance Changes
- Economic Incentives and institutional arrangements



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Project Schedule

2006				2007				
Task	Oct	Nov	Dec	Jan	Feb	Mar	April	May
Kick-off Meetings	x	x						
Data Gathering								
Stakeholder Interviews								
Community Design Workshop				x				
Analysis and Recommendations								
Open House						x		
Project Deliverables								



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Keys to Success

- Public Engagement
- Community Ownership
- Innovative Solutions
- Integrating Land Use and Transportation
- Implementable TIP Projects
- Action Plan
- Public/Private Partnerships



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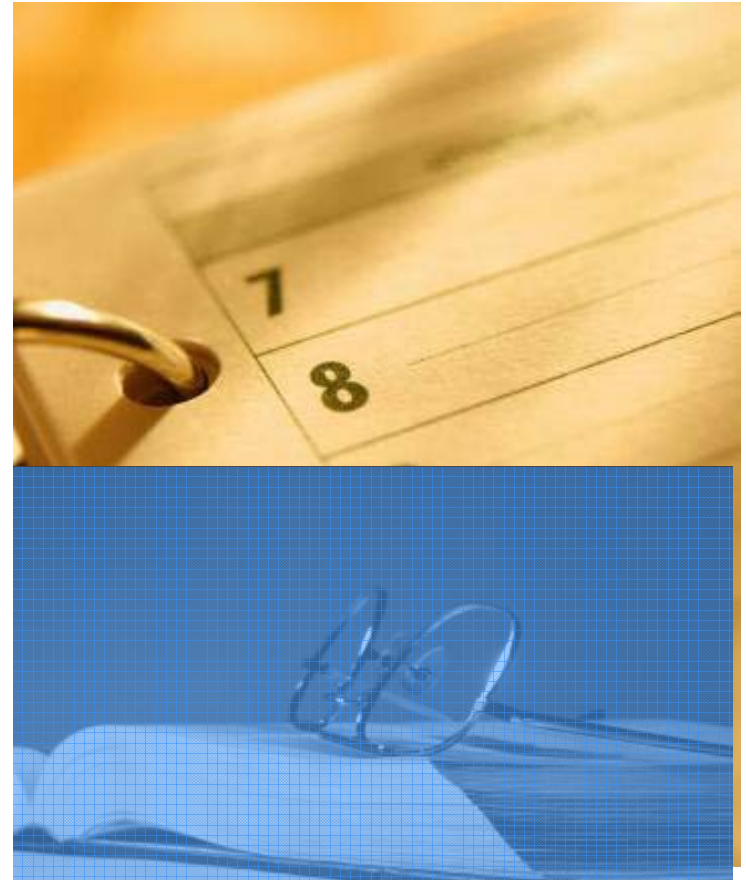
A Vision for Transformation

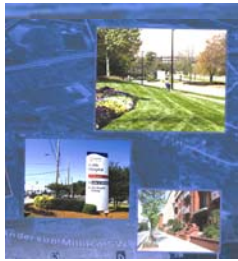




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Questions?





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AGENDA FOR TODAY- DAY 2

9:00 – 9:15 Welcome!

9:15 – 10:00 Review Day 1 Results

10:00 – 11:15 Break Out Session #4

11:15 – 11:45 Group Reports

11:45 – 12:45 Break Out Session #5

12:45 – 1:00 Wrap Up - THANKS!